Claim 1. In connection with a motorcycle rider who has a waist and a torso with a front, and the rider also having a head with eyes that are routinely subjected to ram air that arises from below the rider's torso when the motorcycle moves forwardly, the method of reducing discomfort that occurs when ram air impinges on the rider's eyes, comprising the steps of:

a) suspending an air deflector from the front of the rider's torso at an elevation between the rider's waist and the rider's head; and

b) causing the air deflector to project forwardly from the rider's torso so as to cause the ram air that strikes the deflector to be deflected instead of impacting the rider's eyes.

Claim 2. The method as claimed in Claim 1 wherein the rider has breasts on the front of his torso, and the air deflector is suspended at an elevation that is approximately the same as the rider's breasts.

Claim 3. The method as claimed in Claim 1 wherein the air deflector projects forwardly from the rider's torso for a distance of at least two inches, and the effective area of the air deflector against which ram air impinges being at least 20 square inches.

Claim 4. The method as claimed in Claim 1 and further causing the air deflector to automatically project forwardly from the rider's torso in response to the presence of ram air, whereby the air deflector is automatically projected forwardly when it is needed and does not project forwardly when it is not needed.

Claim 5. The method as claimed in Claim 1 wherein the air deflector is generally planar, and the air deflector is caused to project forwardly by rotating it about an effective hinge line that is immediately adjacent the front of the rider's torso.

Claim 6. The method as claimed in Claim 1 and including the further step of affixing a tether line of fixed length to the air deflector, and causing the tether line to extend to its full length when the air deflector is projected forwardly so as to be essentially perpendicular to the rider's body.

Claim 7. The method of improving the comfort of a motorcycle rider by diverting at least a portion of the ram air that normally flows along the rider's body from near the rider's feet to the rider's face, comprising the steps of:

a) providing at least one flap to be worn at the front of the motorcycle rider, and said at least one flap having a rest position at which it hangs downwardly from the front of the rider's body, and said at least one flap having an operative position at which it protrudes forwardly from the front of the rider's body to function as an air deflector for ram air blowing upwardly along the front of the rider's body; and

b) restraining said at least one flap when it has been moved to its operative position by the presence of ram air blowing upwardly along the front of the rider's body, whereby at least a portion of the ram air is diverted over the head of the rider instead of impinging on the eyes of the rider.

Claim 8. The method as claimed in Claim 7 and including the further step of dividing said at least one flap into two halves and placing each of the two halves on opposite sides of a centerline through the rider's body.

Claim 9. The method as claimed in Claim 7 and including the further step of providing sufficient weight on said at least one flap so as to cause the flap to promptly fall to its rest position whenever ram air no longer contributes a supporting force to said at least one flap.

Claim 10. The method as claimed in Claim 7 and including the further step of attaching the air deflector to the front of a garment that is adapted to be worn by a motorcycle rider, whereby the air deflector may be removed by the step of removing the garment..

Claim 11. A device to be worn by a motorcycle rider, the rider having a head and a torso with upper and lower parts, and the torso also having a front and a back, and there being ram air that rushes upwardly along the front of the rider when the motorcycle is moving forwardly, comprising:

a) an anchor part adapted to be supported in a static manner over the front of the upper part of a rider's torso;

b) at least one air-impervious flap having a rectilinear shape with a linear edge that is secured to the anchor part in such a way that the flap can assume either one of two positions, the first position being one in which the flap hangs downwardly so as to be generally parallel to the anchor part, and the second position being one in which the flap extends forwardly from the anchor part and is generally perpendicular to the anchor part, whereby ram air will be at least partially deflected over the head of the rider when the flap is in its second position; and

c) a restraining member for holding the flap in its second position when the motorcycle is moving forward and ram air is acting on the flap so as to rotate it upwardly.

Claim 12. The device as claimed in Claim 11 wherein the restraining member is a flexible member with first and second ends, and the first end being secured to the anchor member, and the second end being secured to the flap.

Claim 13. The device as claimed in Claim 11 wherein the anchor part constitutes a frontal part of a garment that can be worn by the motorcycle rider.

Claim 14. The device as claimed in Claim 11 wherein the anchor part constitutes part of a sleeve-less vest that is configured to be worn by a rider over other clothing.

Claim 15. The device as claimed in Claim 11 wherein the anchor part and the flap are made of the same material.

Claim 16. The device as claimed in Claim 11 wherein both the anchor part and the flap are made of leather.

Claim 17. The device as claimed in Claim 11 where there are two air-impervious flaps, each of which has the shape of a rhomboid.

Claim 18. The device as claimed in Claim 11 wherein there are two air-impervious flaps, each of which is generally planar, and the combined area of the two flaps being at least 20 square inches.

Claim 19. The device as claimed in Claim 11 wherein said at least one flap is relatively flexible, whereby pushing it against the torso of the motorcycle rider will not cause any injury to the rider, and whereby a vehicular accident involving the rider's motorcycle will not contribute to an injury to the rider.

Claim 20. The device as claimed in Claim 11 wherein the flap is selectively removeable and replaceable with a similarly configured flap.

Claim 21. The device as claimed in Claim I wherein the flap has an outer surface that is visible to persons other than the motorcycle rider when the flap is in its first position, and further including advertising indicia on said outer surface that is visible to persons other than the motorcycle rider.